

ELE.C.TRA. MODEL AND ELE.C.TRA. KIT

ELE.C.TRA FINAL CO_n.FREE.NCE

*TO "E" OR NOT TO "E" ... THAT IS THE QUESTION OF
(E)MOBILITY*

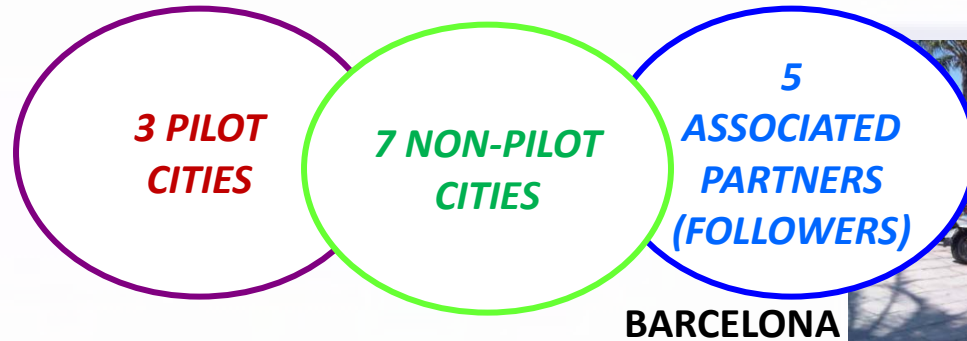
*Electric City Transport - Challenges of New Urban Mobility Models
Towards EU 2020 Targets*

Lisbon, 25th November 2015

The Ele.C.Tra Project

*develops a new MODEL of
sustainable urban mobility
based on light electric vehicles*

Ele.C.Tra. Model created the basis for the carrying out of the actions in order to promote the e-mobility of light vehicles (scooters, quadricycles, etc.)



BARCELONA

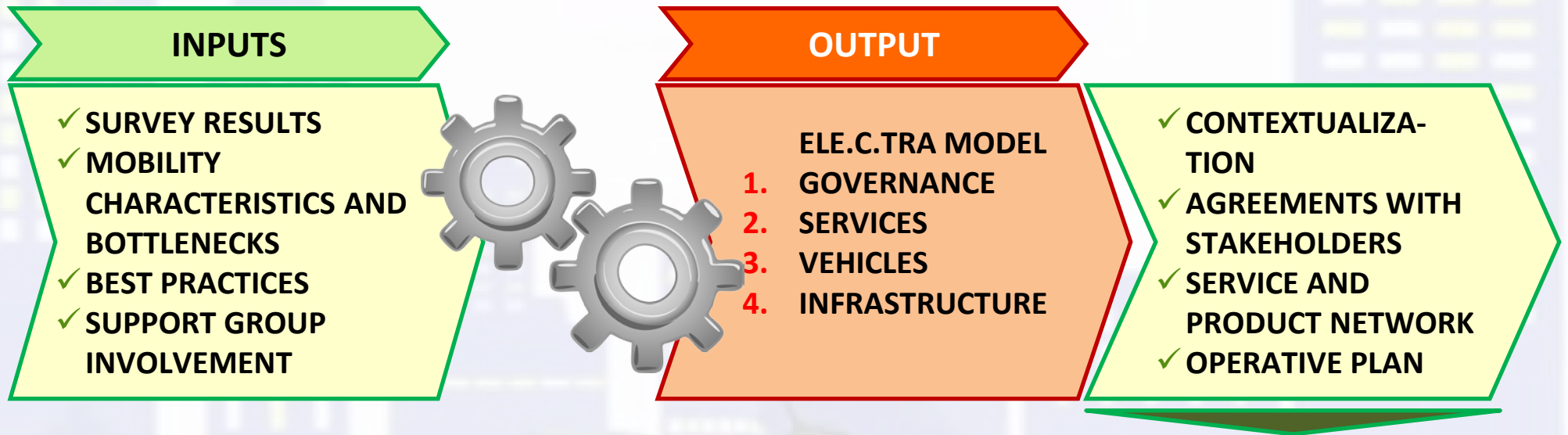


GENOA



FLORENCE

The model defined the **project approach** for the encouragement of the **diffusion of EV** in each area, starting from the project results and taking into account light vehicles, such as **scooters**, where their modal share is high and it is difficult to shift their use to other more sustainable transport means.



IN THIS WAY, EVERY TEST HAS STARTED AND WILL START WITH ELEMENTS ALREADY DEFINED INSTEAD OF STARTING FROM SCRATCH

KEY ASPECTS OF THE MODEL



SELF-SUSTAINABILITY

the project does not include any financial funding to “force” the market or to acquire e-vehicles directly. The model can continue beyond the project and in external contexts

AREA OF APPLICATION

all light e-vehicle types (category L, 2002/24/EU Directive)

USER TARGETS

- young people (16-35 years old)
- students or workers
- those who take short day trips home-school/office (max ~30 minutes)
- men and women have very similar interests

OUTPUT

1. GOVERNANCE ✓

2. SERVICES

3. VEHICLES

4. INFRASTRUCTURE

“Governance” refers to all processes of management and decisions that seek to define actions, improve solutions and verify performance for the implementation, without directly including infrastructural actions



Area Mobility Management Offices



User incentives



Stakeholder involvement



Communication project activities

FOCUS ON USER INCENTIVES

- ✓ **regulatory framework - restricted traffic zones** use by e-vehicles (done in Genoa and Florence) or toll discounts to access (Barcelona)
- ✓ **new e-columns** for e-charging (in Florence with regional co-financing)
- ✓ **reserved parking** areas for EVs (done in Florence), free e-vehicle parking or discounts (Barcelona);
- ✓ **reduction on the cost of insurance, exemption from payment of vehicle taxes** for five years (Italian national subsidy), national subsidies for the **purchase** of EVs (Spain);
- ✓ **use of reserved lanes** (Barcelona) together with public transport
- ✓ **fast e-charging for e-taxis**, thanks to public/private partnerships (Barcelona)
- ✓ other options to be evaluated



LAUNCHING EVENT, 2013-12-13

OUTPUT

1. GOVERNANCE

2. SERVICES ✓

3. VEHICLES

4. INFRASTRUCTURE

The Model identifies **several types of service** to allow each city to choose the most suitable service or services or to tune with needs and issues:

- **Buying** by citizens or tourists, with discounts if possible
- **Hiring** for periods longer than a few days and up to 6 months, focusing on workers' and students' needs
- **Sharing** for short periods (max a few days), mainly focusing on tourist needs or non-systematic resident trips
- **End purchasing** after hiring/sharing

OUTPUT

1. GOVERNANCE

2. SERVICES

3. VEHICLES ✓

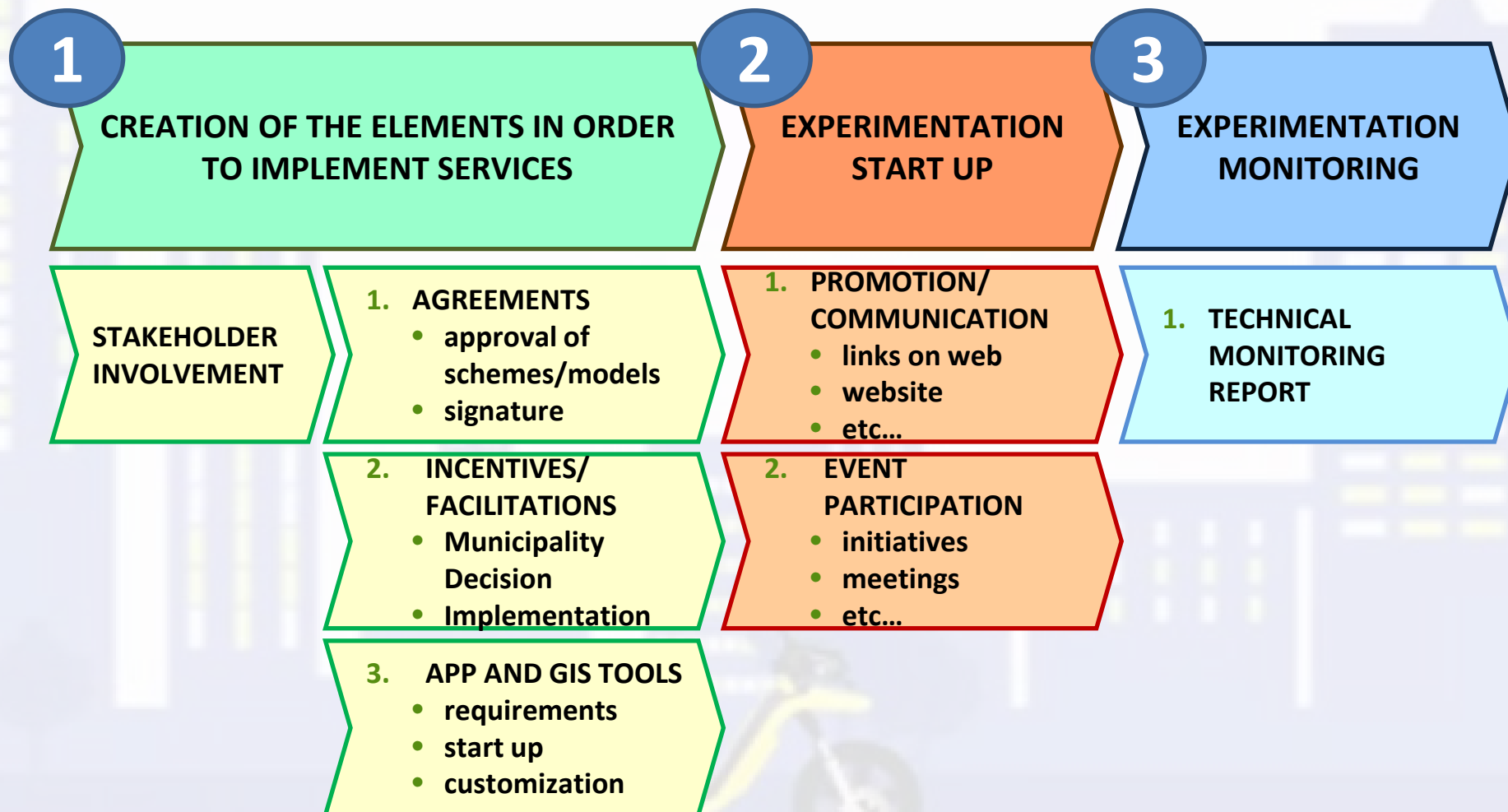
4. INFRASTRUCTURE ✓

The **Model** analyzed the relationship between type and technologies of vehicle and user targets

TARGET	POWER	TYPE OF BATTERY	REMOVABLE BATTERY	OTHER
SYSTEMATIC SHORT TRIPS (WORKERS AND STUDENTS)	≤ 4 Kw	Lead; Lead Gel Silicon Gel; Lithium	better YES	
SYSTEMATIC LONG TRIPS	> 4 Kw	Silicon Gel; Lithium	better YES	
NON-SYSTEMATIC TRIPS (TOURISTS AND RESIDENTS)	both	Lead; Lead Gel Silicon Gel Lithium	Not relevant	2 or more seats for each vehicle
COMPANY FLEETS FOR INTERNAL/SHORT TRIPS	≤ 4 Kw	Lead; Lead Gel Silicon Gel Lithium	better YES	
COMPANY FLEETS FOR URBAN TRIPS	> 4 Kw	Silicon Gel Lithium	better YES	
GARAGE	Not relevant	Not relevant	better YES	
SHARING	Both	Silicon Gel Lithium	Not relevant	helmet compartment
CHARGING IN OWN DESTINATION	Not relevant	Lead; Lead Gel Silicon Gel Lithium	YES	

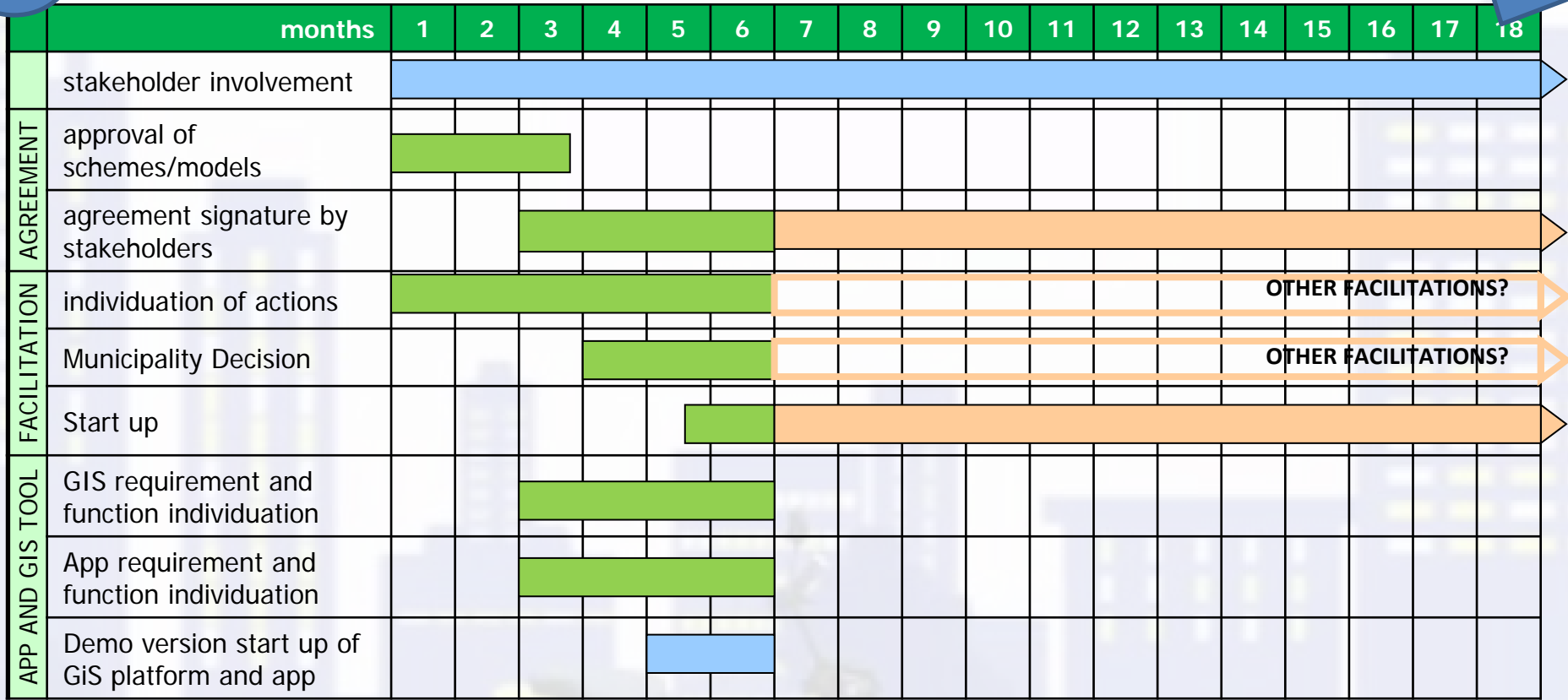
OPERATIVE PLAN:

what is to be done and when for model implementation



Hypothesis: duration of analysis and experimentation 18 MONTHS

1 CREATION OF ELEMENTS FOR IMPLEMENTATION





- [Blue box] COMMUNICATION
- [Green box] ANALYSIS AND PREPARATION
- [Orange box] IMPLEMENTATION
- [Grey box] IT'S NECESSARY TO DO ACTIONS
- [White box with border] IT'S POSSIBLE TO DO FURTHER ACTIONS IN ORDER TO STRENGTHEN THE PROJECT

2 EXPERIMENTATION START UP




		months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	Test experimentations																			
PROMOTION AND EVENT PARTICIPATION	website updating																			
	Preparation and sending of documentation for MM																			
	Promo material preparation and printing																			
	Promotion for schools																			
	Other dissemination events																			

 **COMMUNICATION**
 **IMPLEMENTATION**

 **IT'S NECESSARY TO DO ACTIONS**
 **IT'S POSSIBLE TO DO FURTHER ACTIONS
IN ORDER TO STRENGTHEN THE PROJECT**

3 EXPERIMENTATION MONITORING

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Test experimentations							IMPLEMENTATION												
Preparation and sending of documentation for MM		IMPLEMENTATION						IT'S POSSIBLE TO DO FURTHER ACTIONS IN ORDER TO STRENGTHEN THE PROJECT											
monitoring indicator creation for evaluation pr.		IMPLEMENTATION						IT'S POSSIBLE TO DO FURTHER ACTIONS IN ORDER TO STRENGTHEN THE PROJECT											
Service reporting							IMPLEMENTATION												

-  **IMPLEMENTATION**
-  **IT'S NECESSARY TO DO ACTIONS**
-  **IT'S POSSIBLE TO DO FURTHER ACTIONS IN ORDER TO STRENGTHEN THE PROJECT**

ELE.C.TRA. KIT AT A GLANCE

“**Ele.C.Tra kit**” is the set of tools produced in the project for the **replicability** of the model. It is available for all possible subjects interested in the implementation of EV services in their own cities. It includes:



Deliverables:
*Model Executive
planning Report
Replication Plan with
details about HOW,
WHEN, WHO, WHAT to
be done*



*Model of
agreements with
stakeholders (one
per category)*



*Mailing lists of the
supporter groups
in all countries
involved*



THANK YOU FOR
YOUR KIND
ATTENTION



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